

APPROVED MINUTES  
ARTS COMMISSION  
CITY OF MILPITAS

**Minutes:** Meeting of the Arts Commission (AC)  
**Date of Meeting:** Monday, June 26, 2006  
**Place of Meeting:** Milpitas City Hall, 455 E. Calaveras Blvd., Committee Conference Room

**I. Call to Order** The Chair called the Meeting to Order at 7:00 p.m.

**II. Pledge of Allegiance** The Chair led the Commission in the Pledge of Allegiance

**III. Roll Call** Commissioners Present: Butler, Ettinger, Foulk, Hays (7:09), McGuire, Ogle, Rabe, and Alternate Tsuei

City Staff Present: Recreation Services Supervisor, Kathleen Yurchak, Community Enrichment Coordinator, Renee Lorentzen, Public Services Clerk, Tirzah Cedillo, Rainbow Theatre Artistic Director, Anne Kelly

City Council Liaison Present: Council Member Giordano (7:08)

**IV. Seating of Alternates** Richard Tsuei seated for Robin Hays.

**V. Approval of Agenda** **MOTION** to move item #1 & #2 under Old Business; "Work Plan" and "Cataloging City of Milpitas Public Art Update" to the end of New Business items, and move item #1 under Liaison Reports; "City Council", to item #2 under Announcements/Correspondence.

M/S: Ogle/McGuire Ayes: All

**MOTION** to approve the Agenda of June 26, 2006 as amended.

M/S: Ogle/McGuire Ayes: All

**VI. Approval of Minutes** **MOTION** to approve the Minutes of April 24, 2006.

M/S: Foulk/Ettinger Ayes: All

**VII. Public Forum**

**VIII. Announcements/Correspondence**

Chairperson Rabe stated Milpitas' Relay for Life event was held on June 23<sup>rd</sup> - 24<sup>th</sup>. Members of the Arts Commission and their families walked in the memory of Commissioner Linda Hicks who passed away earlier this year. The event was very successful, and raised over \$100,000.00.

Staff Liaison Yurchak stated the City of Milpitas' 4<sup>th</sup> of July Celebration will be held on Tuesday, July 4, 2006. The event would include a parade starting from 11:00 am down Main Street (Curtis Ave. to Carlo St.), a pool party from 1:00-5:00 pm at the Milpitas Sports Center (music, games, and fun), and concert and fireworks starting from 8:00 pm (gates open at 7:30 pm) also at the Milpitas Sports Center.

Staff Liaison Yurchak stated the Sunnyhills Neighborhood Association returned their CASP 2005-06 grant in the amount of \$200.00, as they will not be holding their event.

Chairperson Rabe read aloud a 'Thank You' note from the Milpitas Community Concert Band for the Arts Commission's contribution from proceeds from the Tea in the Trees Fundraiser.

Staff Liaison Yurchak announced Alternate Archana Aragon has resigned because of a busy summer schedule. City Council will make the decision to assign Alternate #2 Richard Tsuei to the Alternate #1 position at a future City Council meeting.

Staff Liaison Yurchak announced Community Enrichment Coordinator, Renee Lorentzen, would serve as the Staff Liaison for the Arts Commission as of August 2006. Public Services Clerk, Tirzah Cedillo, will continue to be the recording secretary, and Staff Liaison Yurchak will now be the Staff Liaison for the Public Art Committee.

## **XII. Liaison Reports**

### **1. City Council**

Council Member Giordano stated at the June 6, 2006, City Council meeting:

- Filled Commission vacancies.
- Adopted \$2,199,780.00 fair market value of one-acre land in Milpitas.
- Received progress report for the Library-East Parking Garage, 95% construction documents done.
- Approved bidder list for Library Project Garage
- Adopted final budget.
- Received 4<sup>th</sup> of July parade update.

Council Member Giordano stated at the June 20, 2006, City Council meeting:

- Approved Entertainment Permit for "Celebrate Milpitas" event.
- Approved Citywide banner policy.
- Approved Public Art Committee progress report and mission and purpose statements.
- Approved to allow Farmer's Market conditional use of areas in town.

## **New Business**

### **1. Phantom Art Gallery Review – Staff**

Staff Liaison Yurchak stated the Commission had asked for Ms. Anuradha Raja to return with her additional pieces of oil and acrylic landscape artwork with frames for their review at the May 22, 2006, meeting.

Staff Liaison Yurchak stated, should the Commission approve Ms. Anuradha Raja her art exhibit would be shown from March 26-May 11, 2007.

**MOTION** to accept Ms. Anuradha Raja to exhibit her art at the Phantom Art Gallery.

M/S: Butler/Foulk                      Ayes: All

Staff Liaison Yurchak announced Ms. Beverly Nash would present her oil and acrylic artwork.

Staff Liaison Yurchak stated should the Commission approve Ms. Nash her art exhibit would be shown from June 25-August 17, 2007.

Commissioner McGuire asked Ms. Nash would she consider reframing 3-4 paintings to show a more professional frame. Chairperson Rabe asked if Ms. Nash would consider coming back to show her work reframed. Ms. Nash responded, yes, this would be possible. Staff Liaison Yurchak asked the Commission do you enjoy Ms. Nash's artwork, or is it just the framing? Commissioner Hays stated the artwork is pretty good, but it needs appropriate framing because presentation is key and very important. Chairperson Rabe asked the Commission if they like the art but want more professional framing for her exhibit. Staff Liaison Yurchak asked Staff to work with Ms. Nash on reframing her paintings.

**MOTION** to accept Ms. Beverly Nash's artwork pending Staff approval on different framing of paintings to exhibit at the Phantom Art Gallery.

M/S: Foulk/Butler Ayes: All

## **2. Cultural Arts Support Program 2005-06 Grant Review - Staff**

Rainbow Theatre Director, Anne Kelly announced to the Commission the recommendations made by the CASP Subcommittee, who met on June 6, 2006. The CASP Subcommittee approved \$11,380.00 for the following grants proposals:

### **▪ Bay Area Showcase Chorus**

In Kind Services: Performance Space and Printing Services

Monetary Funding: \$1,000 (Artistic salaries, Music, Marketing)

\*Subcommittee recommends programming the concert in February, November or April and marketing to Milpitas High School, local colleges and universities, Rancho and Russell Junior High Schools, Milpitas Alliance for the Arts, the Milpitas Teen Center and Milpitas Rainbow Theatre. The Subcommittee also requests that the concert be free, with donations accepted at the door.

**MOTION** to approve the grant for \$1,000.00 to Bay Area Showcase Chorus with the recommendation that they program the concert in February, November or April and marketing to Milpitas High School, local colleges and universities, Rancho and Russell Junior High Schools, Milpitas Alliance for the Arts, the Milpitas Teen Center and Milpitas Rainbow Theatre. The Subcommittee also requests that the concert be free, with donations accepted at the door.

M/S: Foulk/Ogle Ayes: All

### **▪ Fancy Dancers, Inc.**

In Kind Services: All

Monetary Funding: \$1,500 (Marketing/Promotions, Rental of sound system, stage, music, partial Artistic Salaries)

\*Subcommittee recommends programming the concert in February, November or April and marketing to Milpitas High School, local colleges and universities, Rancho and Russell Junior High Schools, Milpitas Alliance for the Arts, the Milpitas Teen Center and Milpitas Rainbow Theatre. The Subcommittee also requests that the concert be free, with donations accepted at the door.

**MOTION** to approve the grant for \$1,500.00 to Fancy Dancers, Inc. with the recommendation that they program the concert in February, November or April and marketing to Milpitas High School, local colleges and universities, Rancho

and Russell Junior High Schools, Milpitas Alliance for the Arts, the Milpitas Teen Center and Milpitas Rainbow Theatre. The Subcommittee also requests that the concert be free, with donations accepted at the door.

M/S: Hays/Butler

Ayes: All

▪ **Filipino American Association of Milpitas**

In Kind Services: All

Monetary Funding: \$500

\*The Subcommittee recommends using Cardoza Park to hold the event and will consider granting more money for the rental of tents and other supplies that would be necessary for the change in venue.

Staff Liaison Yurchak stated the stage area at Cardoza Park is very small. The Commission should also consider the impact on the community because of amplified music and parking requirements. This change would require approval by the City Manager first.

Mr. Nestor Luna of Fil Am, stated St. John the Baptist Church Hall might be available. It's a larger space than the Milpitas Community Center Auditorium with plenty of parking.

Staff Liaison Yurchak stated if Mr. Luna could look into holding the event at St. John Church, their fees and availability. Mr. Luna should then contact staff and let them know where they would like to hold their event.

Mr. Nestor Luna of Fil Am stated he believes that \$1,800.00 is the rental cost for St. John the Baptist Church Hall, but will try to get funding from other sources.

**MOTION** to approve the grant to Filipino American Association of Milpitas with the following options depending on event location:

(A) \$500.00 including In Kind Services, and additional necessary support if they use Cardoza Park and/or

(B) \$1,500.00 including In Kind Services if they use St. John the Baptist Church Hall, to be used for the extra cost of rental fees.

M/S: Hays/Ettinger

Ayes: All

▪ **Fremont Symphony Orchestra**

In Kind Services: Marketing

Monetary Funding: \$2,000

\*Subcommittee recommends that the Fremont Symphony Orchestra outreaches to Milpitas children in their Young Composers Competition and recommends marketing to seniors and especially parents to bring the experience home. The Subcommittee further requests that the Arts Commission members be used as ushers or volunteers for the event.

**MOTION** to approve the grant for \$2,000.00 to Fremont Symphony Orchestra including Marketing In Kind Services with the recommendation that the Fremont Symphony Orchestra outreaches to Milpitas children in their Young Composers Competition and recommends marketing to seniors and especially parents to bring the experience home. The Subcommittee further requests that the Arts Commission members be used as ushers or volunteers for the event.

M/S: Foulk/Tsuei

Ayes: All

▪ **Milpitas Alliance for the Arts**

In Kind Services: All

Monetary Funding: \$1,500 (Advertisement, Entertainment, Guest Speaker Fees, Flyers & Mailers)

\*Subcommittee recommends that the Milpitas Alliance of the Arts form partnerships with the local Universities, Library Commission, Borders Books and Music and/or Book clubs to garner a larger audience. It further recommends that the author be selected early in the process, to assist with more successful marketing.

**MOTION** to approve the grant for \$1,500.00 to Milpitas Alliance for the Arts including In Kind Services with the recommendation that the Milpitas Alliance of the Arts forms partnerships with the local Universities, Library Commission, Borders Books and Music and/or Book clubs to garner a larger audience. It further recommends that the author be selected early in the process, to assist with more successful marketing.

M/S: Hays/McGuire Ayes: All

▪ **Milpitas Camera Club**

In Kind Services: All

Monetary Funding: \$2,000

**MOTION** to approve the grant for \$2,000.00 to the Milpitas Camera Club including In Kind Services.

M/S: Hays/Ettinger Ayes: All

▪ **San Jose Wind Symphony**

In Kind Services: All

Monetary Funding: \$1,500 (Partial Artistic Salaries, New Music, Truck Rental)

\*The Subcommittee requires that the ticket prices be fixed at \$5, as indicated in the CASP application.

**MOTION** to approve the grant for \$1,500.00 to San Jose Wind Symphony including In Kind Services with the stipulation that the ticket prices are fixed at \$5, as indicated in the CASP application.

M/S: Foulk/Ogle Ayes: All

▪ **Sau Viet CALI**

In Kind Services: Marketing, Printing Service

Monetary Funding: \$1,380 (Performance Space Rental, Other expenses)

**MOTION** to approve the grant for \$1,380.00 to Sau Viet CALI including In Kind Services.

M/S: Hays/Foulk Ayes: All

▪ **Lively Foundation**

\*The CASP Subcommittee recommends denying this grant application.

**MOTION** to deny the grant application for Lively Foundation.

M/S: Ettinger/Foulk Ayes: All

Rainbow Theatre Director, Anne Kelly, stated other recommendations from the CASP Subcommittee as follows:

1. Application process: the word 'cultural' needs to be specifically defined. Does it refer to ethnicity or cultural arts as theatre, visual, dance?

2. Add:
  - a. How will you attract a Milpitas audience?
  - b. List three measurable achievements.
  - c. What's the point of the event?
  - d. How will you measure the success of the event?
  - e. Who are you trying to attract, your target audience?
  - f. List justifications of CASP funds for same projects.
  - g. Annual events – what will be different, how will you improve previous problems?
3. Applicants to attend Subcommittee meetings silently, failure to comply will result in a request to leave the meeting.

Staff Liaison Yurchak responded that the Arts Commission has to meet the guidelines of the Open Government Rules and Regulations and cannot prevent people from speaking at a public meeting. Commissioner Foulk stated people could only speak on agenda items.

Mr. Voellger expressed that he would like to see new groups. Staff Liaison Yurchak responded to send out evaluation forms on the applications

Chairperson Rabe stated she recommends the balance of grant monies not used be transferred to Arts Day for funding in the amount of \$2,000, with the remaining balance to go to the Milpitas Community Band.

### **3. Review a Nomination for Recognition of Outstanding Artists – Chairperson Rabe**

Chairperson Rabe nominated Mr. Frank Torres for the Milpitas Arts Commission Recognition of Outstanding Artists. Mr. Torres currently an inmate at Elmwood Correctional Facility, Milpitas is a 58-year-old San Jose native in jail on an auto theft charge. Mr. Torres paints murals that depict the history of Milpitas and life in jail at Elmwood Correctional Facility.

Chairperson Rabe stated the contribution to the quality of life including staff at Elmwood Correctional Facility guarantees that Mr. Frank Torres should receive the Certificate of Achievement for Recognition of Outstanding Artist. Mr. Bauer of the Milpitas Post said there would be adequate exposure of the Arts Commission's presentation to Mr. Frank Torres in the Post.

**MOTION** to approve nomination for Mr. Frank Torres to receive the Certificate of Achievement for Recognition of Outstanding Artist.

M/S: Foulk/McGuire                      Ayes: All

### **4. Review City of Milpitas Streetlamp Banners - Staff**

Ms. Diana Whitecar, Economic Development Manager, and Staff Liaison to the Economic Development Commission, proposed banner locations to improve the image of Milpitas by using the repetition of something colorful, and showing community values to help identify Milpitas.

The City of Milpitas will be placing banners at Milpitas entry points; Montague, Hwy 680, Hwy 880, Dixon Landing Road for the people passing through the City.

Ms. Whitecar, Economic Development Manager stated the banner size would be 30 inches wide and 94 inches long. The banner would hang vertically from the street light poles. The four examples that have been proposed are:

- Live & Work (Design symbol: computer, recycle sign, front door)
- Stop & Shop (Design symbol: knife/fork/spoon, bar code, bow)
- Meet & Greet (Design symbol: coffee, name tag, wireless computer)
- Stay & Play (Design symbol: bicycle, golfer, tennis ball)

Commissioner McGuire stated she doesn't like the colors in the "Stay & Play" Banner. The word "Milpitas" needs to be a dark color to stand out. Commissioner Hays stated "Meet & Greet", to her, means a "wine glass" or "martini glass" symbol. Commissioner Ettinger stated the "bar code" symbol on "Stop & Shop" could maybe be a shopping bag. Larry Voellger, Milpitas Alliance for the Arts Vice President, stated that he has done street banners before, and recommends having mock ones printed before going to print to tell if there are any problems before you print them out on a final version. Commissioner Tsuei stated the City should be cautious of using light colors against the sky because the colors would fade into the sky. Chairperson Rabe stated the proposed banner designs are not particularly impressive, but the unity is nice.

Ms. Whitecar stated the banners should last from 3-5 years.

Commissioner Hays stated the 'recycle' symbol doesn't make me want to work here. Also, a nicer front door on the artwork under "Live & Work" would represent something more upscale. Commissioner Tsuei suggested that if a lot of pastels were going to be used, to consider including a border.

Ms. Whitecar stated the Economic Development Commission met in June and the next meeting will be in August. Chairperson Rabe stated she requests the Commission to attend the Economic Development Commission meeting in August.

Commissioner Ogle asked what is the approved budget for the banners. Ms. Whitecar responded the fabrication and hardware costs \$47,000.00 and the design costs is less than \$1,000.00.

**Note. Receipt. File.**

## **IX. Old Business**

### **1. Work Plan – Chairperson Rabe**

Chairperson Rabe stated since Commissioner Aragon has resigned, Commissioner Butler could speak about the Arts Commission hosting a Sunnyhills breakfast. Commissioner Butler stated she would get back to the Commission with updates.

Commissioner Ettinger stated that she has left several messages with First Five about a grant for Arts Day. She has not received a response. Commissioner Ettinger found the Community Giving Grant from Target and turned in a completed grant application.

**Goal: Sister Cities**

**Commissioner Assigned: Chairperson Rabe**

Work with Sister Cities Commission to develop new arts and cultural programs and expand participation in Cultural Exchange.

**Goal: Library Commission**

**Commissioner Assigned: Commissioner Hays**

Nurture collaborations between the Library and art groups for Literary Art Events.

**Goal: Planning Commission**

**Commissioner Assigned: Commissioner Tsuei**

Lobby to promote center for the Arts in Milpitas.

Chairperson Rabe will work the Staff Liaison Renee Lorentzen on the Work Plan.

**Note. Receipt. File.**

**2. Cataloging City of Milpitas Public Art – Chairperson Rabe**

Chairperson Rabe stated both herself and Vice Chairperson Ogle have been working on cataloging art in the City of Milpitas. They have started compiling a binder that lists the Art Piece; it's history and photo. The binder was passed around the Commission table to view the documenting process of the City's current public art.

Chairperson Rabe said when the Binder is completed it will be passed on to the Public Art Committee.

**Note. Receipt. File.**

**XI. Staff Reports**

**XII. Liaison Reports**

Commissioner Foulk stated the Liaison Reports continually over the years are becoming less informative. He's suggested to add a Liaison Report of the PAC meetings in with the Arts Commission agenda and vice versa. Staff Liaison Yurchak stated, no, due to the majority of members being present at both meetings.

**2. Commissioner CASP Review & Commissioner CASP Sign Up Sheet – Milpitas Camera Club Event**

Commissioner Ettinger stated she attended the Milpitas Camera Club event and has a Commissioner Evaluation for Staff.

**8. Milpitas Historical Society**

Vice Chairperson Ogle stated she attended a presentation given by Ms. Carol Randisi, Public Works Senior Supervisor, on historical trees that are over 100 years old.

**XIII. Future Agenda Items**

- 2006 Work Plan



#### **XIV. Adjournment**

There being no further business the Chair adjourned the meeting at 9:14 p.m., to the next regularly scheduled meeting on August 28, 2006.

Respectfully Submitted,

Tirzah Cedillo  
Recording Secretary